



President's Message

Thomas Fay



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Mountain.....p 13**

Another year has come and gone, and now it is time to welcome a new NLA President. Holly Van Valkenburgh is the incoming President for 2003. I think most everyone knows Holly and her love and commitment for libraries. Holly and the new appointed/ elected officers have a big year ahead.



of you know, LSTA was not reauthorized. Because of this, our LSTA funding in future years is seriously in question. Additionally, the U.S. Patriot Act and other potential bills will be the topic for debate at the

NLA hired a lobbyist, Karen Kavenau to represent Nevada's libraries in the 2003 Legislative session. Karen, Holly and Nancy Cummings (Government Relations) will need the help of numerous people during the upcoming session. They may require assistance in writing letters to key legislators or the requests may require travel and testimony at the legislature. We rely on you, our members to assist in this endeavor. Keep an eye on the NLA website for further legislative news.

Just as the Nevada Legislative session is wrapping up, the National Legislative Days will be taking place in Washington D.C. Cindy Delanty, our ALA delegate will be seeking volunteers to go to Washington. More importantly, she will be seeking Friends members, Board members, and some of your "good patrons." It is time for Nevada to make an impression in the Capitol. Although library staff members make good advocates, patrons and community members make a lasting impression when talking to our national representatives. If you know of someone who may fit the bill (pardon the pun), please get in touch with Cindy.

This year our presence and every state's presence will be critical in ensuring that Library Services and Technology Act (LSTA) funding moves forward. As many

sessions provided in Washington.

Finally, NLA is hosting a joint conference with MPLA at Lake Tahoe in November. Additionally, REFORMA is working with both associations to host a preconference. The joint conference is an enormous endeavor. So, if Holly or a colleague asks for assistance, please help if it is within your power to do so.

I would like to thank everyone who was an officer in NLA in 2002, as well as all of the NLA members. We had a very successful conference in Ely that was well attended and the early snowfall made for a memorable experience. There was only one incident at the Ely conference that I feel terrible about. During the awards ceremony, I misplaced one of the awards and did not see it until the next day. The award was a Special Citation to the CALL (Computer Aided Literacy in Libraries) program sponsored by the Las Vegas-Clark County Library District. It was my privilege to work with this program during my employment with LV-CCLD. It is truly a model for literacy and the award is well deserved.

Once again, thank you all for your support and commitment to Nevada libraries.

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Nevada Young Readers' Award (NYRA)

The Nevada Young Readers' Award (NYRA) programs were well attended at the NLA Convention in Ely. The "Meet the Authors" had over 50 attendees listening attentively as Willo Davis Roberts and Judy Cox told stories of their experiences getting books accepted and published. Local school children, their parents and Nevada librarians enjoyed hearing about the escapades of these two award-winning authors.

Over 130 people attended the Nevada Young Readers' Award Luncheon. Fifty local children were sponsored

by area businesses and individuals so that they could meet, speak with the authors and receive and autographed copy of one of the award winning books. Judy Cox and Willo Davis Roberts



expressed their gratitude to the children of Nevada for honoring them with the state award.

Jackie Heid from Permabound Books, once again, donated 100 books from the two authors present to accept their award in person. These books were given free to attendees at the luncheon

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Upcoming Events

2003

January 8 - NLA 2003 Board of Directors Meeting - Reno, Sierra View Branch of the Washoe County Library, OR teleconference, TBA, 9:30 am to 2:00 pm

January 24-29 - ALA Midwinter Meeting in Philadelphia, PA

March 5 - Sally Gardner Reed - "Using Volunteers in Your Library" - Nevada State Library & Archives - 2:00 to 5:00 pm

March 6 - Sally Gardner Reed - "Lobbying Nevada Library Issues" - Nevada State Library & Archives - 9:00 to 11:00 am

March 6 - Library Day at the Legislature - Nevada State Legislature - 11:00 am to 4:00 pm

March 6 - NLA Reception for State Legislators and staff - Nevada State Library & Archives - 4:00 to 6:00 pm

April 6-12 - National Library Week

April 10-13 ACRL NATIONAL CONFERENCE, Charlotte, NC

June 17-19 - Nevada Library Leadership Institute

June 19-25 AMERICAN LIBRARY ASSOCIATION (Annual Conference), Toronto, Canada

September - Library Card Sign-Up Month

September 20-27 - Banned Books Week

October 22-26 - [AASL 11th National Conference](#) "Information Matters" at the next AASL National Conference in Kansas City, Mo.

November 4-8 - NLA/MPLA/REFORMA: Tri -Conference-Incline Village

November 17-23 - Children's Book Week



NLA 2003 – Marketing Nevada’s Libraries

Holly Van Valkenburgh, President-Elect

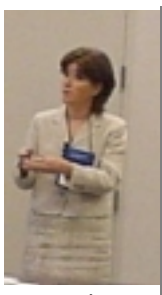


Plans for NLA 2003 are a combination of tentative and firm. Firm: January 8, 2003 Board of

Directors Meeting. Tentative: It is scheduled in Reno at the Sierra View Branch of the Washoe County Library, from 9:30 am to 2:00 pm. I may change the site to arrange for teleconferencing for those from other parts of Nevada. All Board members will receive direct communications as arrangements are made.

The Board of Directors is taking shape. If you have not yet been contacted, and you are interested in serving on the NLA Board, please let me know. Most of the sections have reported their new Heads, but there are still appointed positions available.

On March 5 and 6, Sally Gardner Reed will be featured in connection with the **Library Day at the Legislature**. In the afternoon of March 5, she will present a program on “Using Volunteers in Your Library” at the State Library & Archives. Ms. Reed is the Executive Director of Friends of the Library USA (FOLUSA) and the author of *Making the Case for Your Library*, published by Neal-Schuman. The next morning she will address “Lobbying Nevada Library Issues” as Library staff, Trustees and Friends join in the 2003 Library Day at the Legislature.



That evening, the Nevada Library Association will host a reception at the State Library & Archives for the Nevada Legislators and their staff. It is hoped this social event can bring together all persons interested in Nevada’s libraries – with whatever perspective they bring. Details will be forthcoming, including invitations for you to extend to those you identify as possible participants.

June 17-19 the Nevada Library Leadership Institute will be held. At this time, the exact site and presenters are not yet under contract. However, the dates are set, so mark your calendars and watch for further information. One of the aspects of the Leadership Institute will be how the Nevada Library Association can benefit from these new Nevada library leaders.

The Tri Conference: NLA/MPLA/REFORMA will be held at Incline Village November 4-8, 2003. If you are interested in assisting with this event, either in the planning or implementing phase, please contact Linda Wilson or Phyllis Sargent, the Conference Co-chairs. Although the venue will be much larger than Ely, it will be difficult to exceed our fine 2002 Conference. I have heard nothing but good comments about the Conference, especially the fact that two groups of us traveled there by chartered buses.

My theme as President of the Nevada Library Association next year (thanks to all of you who voted for me) is **Marketing Nevada’s Libraries**. I feel very strongly that we need to function more as retailers, selling our services to the customers who live in our communities and State. We had a great start with our Library Institute this fall, and a follow-up session at NLA. Library Days at the Legislature will be an official, visible event, but all of us need to be constantly advocating our libraries, library staff and the services we provide.

I hope all of you read Will Manley’s article in the May 2002 *American Libraries*: “And Then There Were Nuns.” He begins thus: “You know that the library profession is in big trouble when the issue of the day is not censorship. What could be bigger than censorship? How about survival? That’s what is on everybody’s mind. Where are the young librarians?” If we don’t have librarians, how can we have libraries? How can we have a Nevada Library Association? It’s up to you and me ...

I invite you to join me in an exciting year for the Nevada Library Association! If you have ideas you would like to present, programs you would like to sponsor, or just talk about NLA or marketing our Nevada libraries, please contact me: hvanvalk@clan.libnv.us.

"This ought to be available to every person to help increase knowledge about participation in U.S. government at every level."
– Russell F. Farnen, Ph.D.
Professor of Political Science
University of Connecticut

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Torrance Public Library
Torrance, CA

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Two Additional James S. McPhee Memorial Scholarship Winners Announced

Jen Fabbi, NLA Scholarship Committee Chair

Carla Land: Ms. Land plans to attend the University of North Texas-Nevada Program and is currently working in the Young People's Library at the Las Vegas Library, a branch of the Las Vegas-Clark County Library District. She has particularly enjoyed getting to know the children in the service areas of Las Vegas Library and giving them positive library experiences.

Sharon Watson: Ms. Watson plans to attend the University of North Texas-Nevada Program and is currently working as a Librarian Assistant in the Young People's Library at the Summerlin Library, a branch of the Las Vegas-Clark County Library District. She hopes to work more with the Nevada Young Readers' Award, which is administered by the Nevada Library Association. She writes that she knows without a doubt that this—to teach and to share her love of books with children—is the career she wants.

These two scholarship recipients have been awarded \$500 each and will have their scholarships matched by UNT, due to our partnership with their School of Library and Information Sciences. If you are interested in serving on the NLA Scholarship Committee in the future, please contact me at (702) 895-3884 or jfabbi@unlv.edu.

The MPLA Leadershape@Ghost Ranch will have its first class this year from November 11-14, 2003 in Ghost Ranch, New Mexico. Those selected to attend from Nevada are: Brad Eden, UNLV and Debra McGuire, LV-CCLD.

The criteria for selection of participants is:
 MLS or equivalent (another master's degree closely affiliated with library work). Less than ten years post MLS experience. Must work within the twelve MPLA member states. Record of experience demonstrating leadership potential, especially within their state association. Three references. How applicants see this affecting their library career. Current member of state association for the prior year.

There are 24 participant slots. MPLA created the application form and does the promotion. All applications are sent to MPLA and then forwarded to the state selection teams. Each state team is composed of the MPLA state representative and the state association president.

Some states are underwriting some or all of the cost of their applicants. Mentors for this year's class include: Lesley Boughton, Director, Wyoming State Library; Mary Bushing, Information Resources and Collection Development Director, Montana State University; Mona Carmack, Director, Johnson County

Library, Kansas City Metro Area; Randy Olsen, Deputy University Librarian, Brigham Young University; Marilyn Hinshaw, Director, Eastern Oklahoma District .



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'Basque' in Knowledge @ at your library™ 2003 Conference:

NEVADA LIBRARY ASSOCIATION
 MOUNTAIN PLAINS LIBRARY ASSOCIATION
 Annual Conference
 November 5-8, 2003
 Incline Village, Nevada

Conference Chairs:
 Linda Wilson and Phyllis Sargent, NLA

CAROL HAMMOND, MPLA PRESIDENT-ELECT
 MARIA CHAMPLIN, NATIONAL REFORMA
 REFORMA NATIONAL, contributing program sponsor

Mentors Needed

As of July 1, 2002 Southern Connecticut Library Council became the fiscal sponsor of Exchanging Jobs www.exchangingjobs.org, a free website devoted to job exchanges and job shadowing for librarians.

A job exchange lets a participant trade places for a set period of time-typically from one to six months-with someone who has similar responsibilities. Job shadowing, on the other hand, typically lasts between half a day and two days and comes in two varieties:

- 1) A mentee posts his or her contact information on a list specifying the type of job that would be of interest. A mentor who works in this type of job contacts him or her to arrange a time for the mentee to shadow the mentor;
- 2) A mentor posts his or her contact information and job responsibilities on a list. A mentee interested in this type of job contacts the mentor to arrange the shadowing-there is a particular need for this variety of job shadowing.

To sign-up, go to www.exchangingjobs.org/app_shadowme.html. In both varieties the mentee would accompany the mentor around

during the workday.

Other routes to mentoring include enrolling in a mentor program offered by a state library association. For example, the Arizona, California, Connecticut and Kentucky Library Associations sponsor formal mentor programs for their members. Another option would be to seek out a formal mentor program from a specialized library organization, such as ones sponsored by the American Association of Law Libraries, or REFORMA (National Association to Promote Library and Information Services to Latinos and the Spanish-speaking).

People seek a job exchange or shadowing for a variety of reasons, such as needing a change of scenery, wanting to expand social networks or looking for a broader perspective on the profession.

Samuel R. Brown, Ph.D., who pursued his own job exchange in 2001, runs Exchanging Jobs. Exchanging Jobs is an initiative of its fiscal sponsor, Southern Connecticut Library Council, a fully tax exempt organization under section 501(c)(3) of the U.S. Internal Revenue Code.

MARKETING NEVADA LIBRARIES INSTITUTE

September 9-13, 2002 - Carson City, Nevada

It was a beautiful day in September. The morning was cool, the afternoon



tolerable, and the evening comfortable. And this was good, because it was a Monday. It was also the beginning of the weeklong Library Institute, "Marketing Nevada Libraries" at the Nevada State Library and Archives in Carson City, September 9-13, 2002

The twenty-one librarians who attended this Institute represented the full diversity that is indicative of Nevada's libraries. We were public libraries from the "big city" and the most remote rural sites. We were from academics, specials, and even from an Air Force Base library. Our goal for the week was to learn how to sell our services and our products to the community and the people we serve.

The tone was set by the two seminar leaders: Gloria Dinerman, founder and president of The Library Co-op, Inc. and Suzanne (Zanne) Lieblein, Director of Automation & Website development of The Library Co-op, Inc. from Edison, New Jersey. These ladies told us that it would be a week where we would be expected to participate, to be questioned, to ask questions, and to learn, learn, learn. We were then given an overview of what to expect during the week.

We would learn what constitutes the elements of a marketing plan, networking in our community to have a successful campaign, determining the type of marketing plan for our community, how to evaluate our plans and use of statistics, working with library advocates, and writing a

marketing plan.

Gloria and Zanne made us buckle down and think. Exactly, who are we? What do we give to our community? What does the community expect from us? These questions were the ones that we strived to answer during the week. Gloria handed out a list of questions that were useful to formulate a marketing plan, and which can be used in many aspects in a library. Take these 13 questions and apply them to your own unique situation:

1. What do you plan to market?
2. Why have you chosen that item?
3. How many people will it take to execute the plan?
4. What kind of budget is needed?
5. What is the group of people that it will impact?
6. Describe how much help you will need from the local government, local business, volunteers, and other associations.
7. Who will coordinate the marketing effort?
8. Describe the evaluation process as the marketing progresses.
9. What will be done if the plan is not working?
10. What output material will be created—press release, flyers, tapes, video, CDs—print and/or non-print?
11. Do you have a time budget-how long will it take to complete each phase?
12. What will you do to keep people interested while the plan is in execution?
13. What is the goal of the plan and the objectives?

Interspersed through the week, Gloria and Zanne brought in other speakers to highlight other marketing attributes

John Perry, marketing consultant and adjunct professor at Pratt Institute and Long Island University, has worked with The Library of Congress and the New York Public Library. Mr. Perry

talked about changes that are coming to libraries, how we have to meet these challenges head on and what we will need to compete with those industries. What he had to say was difficult to listen to, but necessary. We need to be prepared for the future and marketing will help us to plan for the changes that are coming.

Our next speaker was **Sharon Saulmon**, Director of the Rose State College Library in Oklahoma. Ms. Saulmon discussed the types of marketing plans, doing an environmental scan, and the 4 P's of Marketing: Product, Place, Promotion, and Price. We need to go where we're going to be and not just where we are now. Ms. Saulmon also handed out a list of marketing plans URL's: Wichita Public Library Marketing Plan, www.wichita.lib.ks.us/prairie/marketing.pdf; Marketing Your School Library Media Program, www.bcps.org/offices/lis/office/admin/marketing/pr are just a couple.

Our final speaker was **Sally Reed** from FOLUSA, Friends of the Library USA. She shared with us a marketing plan she developed while Director of Libraries in Norfolk, Virginia (1% for Libraries) and stressed the importance of using your community supporters and advocates for your library. Our Friends groups are our strongest supporters and their importance cannot be taken for granted or overlooked.

During the noon hour on Wednesday, September 11th, we were able to participate in the Memorial ceremony at the State Capitol to honor and remember those who died when the



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World Trade Center towers collapsed and in the four airplanes that were hijacked to terrorize our nation. Remember those who died and the freedoms that we enjoy.

Holly Van Valkenburgh, who planned and pulled together the entire week, realized that all work and no play would make a bunch of librarians loony. Holly planned evening activities, which also had the reoccurring theme of marketing. Prior to the Institute, Holly gathered pictures and descriptions of all the participating libraries and on Monday night presented a Nevada Libraries Road Trip program.

It was helpful to Gloria and Zanne to see the beauty of our State and the different communities and libraries we represented. On Tuesday we traveled to the Gold Hill Hotel in Gold Hill, Nevada. The hotel's marketing brochure is detailed but simple. The Tuesday night programming has been so successful; their oral storytellers/historians play to full houses and have had audiences from all over the United States.

Wednesday night, we dined at the



Nevada State Museum and were given a tour of their new exhibit, "Under One Sky." If you haven't seen this wonderful display, take some vacation time, go to Carson City, and experience the contributions made to our society and state by the Washoe, Paiutes, and Shoshones.

You can't go to our State's Capitol without visiting the State Railroad Museum. Dinner that evening was at the Nevada State Railroad Museum.



We toured the restoration facilities before dinner, and then Museum director John Ballweber related the scintillating history of Engine 27.

When previously asked how he marketed the State Railroad Museum, John had said he "didn't; just kept the outside appealing so folks who drove by would want to come in". Now, that's a marketing principle to live by!

Like all good get-togethers, the most important thing was the food!! *Molly's Catering* really did an outstanding job. From the muffins and bagels to the brie, tomato and basil pasta salad, the food was top-notch, healthy, and wonderful. The best, though, was the tri-layered Kahlua brownies. They were blissful, heavenly, and consumed quickly.

Next to good food and drink, what do librarians like the most?? That's right.... FREEBIES!!! And we walked away with a bunch! Holly, through the generosity of the LSTA grant, was able to give each participant seven free books:

Marketing the Small Library, published by the Kansas State Library; ***Marketing/Planning Library and Information Services, 2nd edition*** by Darlene Weingand; ***Serving Latino Communities*** by Camila Alire and Orlando Archibeque; ***Leading the Wired Organization: The Information Professional's Guide to Managing Technological Change*** by Mark Stover; ***Community Networking Handbook*** by Stephen Bajjaly; ***Powerful Public Relations: a How-to Guide for Libraries***, by Rashelle Karp, and ***Making the Case for Your Library*** by Sally Reed (one

of our speakers).

On Friday, September 13th at noon, the 2002 Marketing Institute came to a close. We were exhausted, tired, and wanting to go home. But we walked away better armed for what the future may bring. Gloria and Zanne did a terrific job of making us aware that in marketing lies our future and continued existence. We have to let our communities hear our voices, hear what we have to offer that is unique, and for us to hear what our communities need.

Gloria and Zanne continued with the Marketing Institute with a session at the Nevada Library Association Conference in Ely. The primary focus was on fundraising and using the Web to take surveys. They drew upon a successful program used at the Clark County-Las Vegas District and had Pat Marvel talk about the marketing campaigns that have been victorious, and those not quite so winning.

Sally Reed nicely summed up the need for marketing at the end of the preface in ***Making the Case for Your Library***, "Being an effective advocate for libraries may be one of the most important roles for today's librarian. It is no longer a role that can be successfully played once a year at budget time, it must become a part of everything we do, every message we send. These are exciting and perhaps even scary times, but if you became a librarian to make a difference, the opportunity to do so has never been greater."

Barbara Mathews
Director, Churchill County
Library, Fallon, Nevada
blmathew@clan.lib.nv.us

Library Development and Training Teleconferences

2002-2003 Season

Produced by College of DuPage, Glen Ellyn, Illinois

Sponsored in Nevada with LSTA funding

All teleconferences are broadcast live via satellite on Fridays from 9:00 to 11:00 a.m. Pacific time. All teleconference materials and technical information will be posted on the website <http://www.cod.edu/teleconf/>.

Nevada sites are:

Carson City: Western Nevada Community College
Danna Sturm -Coordinator

Las Vegas: University of Nevada, Las Vegas
Wendy Starkweather - Coordinator

Reno: Washoe County Library System
Martha Greene - Coordinator

November 15, 2002 (Soaring to Excellence)
BUILDING ANOTHER BRIDGE: EQUAL ACCESS TO TECHNOLOGY FOR SPECIAL POPULATIONS
Host: Daneen Richardson, Reference Librarian at the Graham Hospital School of Nursing in Canton, Illinois

Summary:

This workshop will offer a practical, humanistic approach to providing access for special populations. Effective use of technology has become a critical component of information retrieval. Does this leave the blind, the deaf, the elderly and any other group with special challenges on the far side of a new digital divide? This session will provide specific information on how to bridge that divide for individuals challenged in ways that we CAN accommodate if only we have the requisite insight, persistence, compassion, and knowledge. Building Another Bridge will offer very specific suggestions to insure that all individuals have equal access to information, regardless of the medium through which that information is presented.

December 6, 2002

STICKY WEB SITES: WHAT THEY ARE AND HOW TO GET ONE FOR YOUR LIBRARY
Host: Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

Panelists:

Jared M. Spool, founder, User Interface Engineering and adjunct faculty at Tufts University. "Secrets of Successful Web Site Designs & Redesigns: User-centered Design Benchmarks and Practical Usability Testing Techniques"

Darlene Fichter, Data Coordinator, University of Saskatchewan Library. "The Do's and Don'ts of Writing for the Web: Techniques and Examples of Strategies for Staff Learning"

Kristin Antelman, Associate Director for Information Technology, North Carolina State University Libraries. "Smart Interactive Content-Driven Web Sites: On-Target Search Results for the User"

Each panelist will speak on their topic, followed by a roundtable discussion and open phone and fax lines for questions from viewers.

January 24, 2003 (Soaring to Excellence)

TIME MANAGEMENT: GETTING THINGS DONE
Host: Debra Wilcox Johnson, Johnson & Johnson Consulting

Summary:

All of us are feeling overloaded at work, and we think we can extend the day beyond 24 hours or save time in a bottle. This session explores practical techniques for managing your work, offering a wide range of suggestions for more effective use of your time. Factors to be considered include how to negotiate deadlines and work assignments, being more realistic about the time available, and maintaining a balance between work and home.

February 7 and April 11, 2003

ENHANCED REFERENCE SERVICES: VIRTUAL, ELECTRONIC AND TRADITIONAL
Host: Richard M. Dougherty, president, Dougherty & Associates, former Library Director of the University of California Berkeley and the University of Michigan Library. Dr. Dougherty served as a professor at the Michigan School of Information between 1988 and 1998, and he was a trustee of the Ann Arbor District Library. Dougherty has served on numerous organizational boards and was an American Library Association president.

Panelists:

TBD. We are awaiting confirmation from prospective panelists.

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Summary:

Last year this series presented two programs. They featured the how, when and whys of Virtual Reference. The initial program provided an overview of the current state and variety of virtual reference and future directions. The second program provided information and advice from a group of librarians who are currently offering real-time virtual reference services.

This year we want to accomplish two objectives. First, we will focus in on issues that emerged as priority concerns last year, and second, we will explore issues that go beyond virtual reference. We believe this is

important because while virtual reference is a driving force for change, it is by no means the only issue confronting reference librarians.

There are lots of questions about how to train staff and keep them current in such a dynamic environment, how to promote and advertise new services, how to balance digital and traditional reference services, how existing copyright laws impact digital reference services, and possibly more fundamental, how do we assess these new digital reference services.

Celebrating National Hispanic Heritage Month with the Las Vegas-Clark County Library District



The Las Vegas-Clark County Library District celebrated National Hispanic Heritage Month from September 15-October 15, with a wide array of programming choices for the community. From children's programs to a Spanish Language Film Festival, people enjoyed the events highlighting Hispanic culture and traditions.

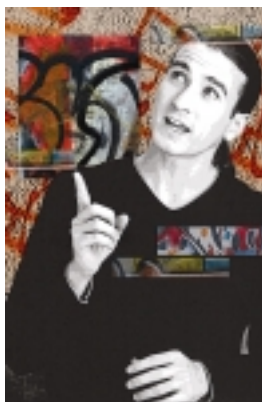
The month began with performances by bilingual storyteller Antonio Sacre. He entertained audiences with humorous and touching stories from his childhood experiences and stories told to him by family and friends. Antonio is a great friend of the library and before each performance he raided the shelves in the YPL departments, so he could book talk his favorites to the children in the audience. After his performances, those titles were in high demand!

Additional programming for children was also featured during the month. At four locations, teens and other

interested parties were treated to Salsa lessons. The program was such a hit that some people attended twice just to get the moves right. Piñatas were the subject of another four programs for kids and parents to enjoy.

A Spanish Language Film Festival was held at the West Charleston Library. The highly acclaimed *Amores Perros* was a crowd favorite. *Abre los Ojos*, the film on which 2001's *Vanilla Sky* was based, and the classic *El Norte*, about a brother and sister's journey from Guatemala to Los Angeles, were also featured.

At the Las Vegas Library, the community was treated to the dance,



Bilingual storyteller
Antonio Sacre.

music and art of the Aztec Culture. The group **Cultura Nativa** performed traditional ceremonies with drums that could be heard all around the library. Children were looking down from the second floor into the courtyard to catch a glimpse of the dancers.

The largest event planned for the month was the Festival de las Américas. The event was held at the Clark County Library and featured performances by Boulevard, a local Spanish rock band, Mingo Chavez, a comedian and poet, and Ballet Tepuchalli, a ballet folklórico troupe. In between performances, children were entertained by numerous craft activities. The adults enjoyed displays by local Hispanic artists and local community agencies. Some of the community agencies in attendance were NALA (Nevada Association of Latin Americans), the United Way of Southern Nevada, Southern Nevada Water Authority Hispanic Outreach Office, Clark County Parks & Recreation and the National Park Service with a special visit from Smokey Bear.

Over 2000 people attended the events planned in celebration of National Hispanic Heritage Month.

Awards, Scholarships and Grants

The American Library Association (ALA) and its many Divisions offers a wide variety of grant and scholarship opportunities. Below are just a few of the offerings. For more information, please go to <http://www.ala.org/work/awards/>

AASL (American Association for School Librarians)

The AASL has over \$54,000 in awards, grants and scholarships available in 2003. Winners will be announced during the American Library Association (ALA) Annual Conference in Toronto, June 19-25, 2003. The deadline for applications and nominations is February 3, 2003 unless otherwise stated. Head to <http://www.ala.org/aasl/awards.html> for further information.

- ABC/CLIO Leadership Grant
- Distinguished School Administrators Award
- Distinguished Service Award
- Frances Henne Award
- Highsmith Research Grant
- Information Plus Continuing Education Scholarship
- Information Technology Pathfinder Award
- Intellectual Freedom Award
- National School Library Media Program of the Year Award
- School Librarian's Workshop Scholarship

ACRL (Association for College and Research Libraries)

The Association of College and Research Libraries Association Awards Program honors the professional contributions and achievements of academic librarians. Applications for 2003 awards are now being accepted. For further information and application details, please go to <http://www.ala.org/acrl/award2.html>

- Academic/Research Librarian of the Year Award
- Hugh C. Atkinson Memorial Award
- Community College Learning Resources/Library Achievement Awards
- Distinguished Education and Behavioral Sciences Librarian Award
- Doctoral Dissertation Fellowship
- Miriam Dudley Instruction Librarian Award
- IS Innovation in Instruction Award
- IS Publication Award
- Marta Lange/ *Congressional Quarterly* Award for Law Librarians
- Samuel Lazerow Fellowship for Research in

Acquisitions or Technical Services

- Katharine Kyes Leab and Daniel J. Leab *American Book Prices Current* Exhibition Catalog Awards
- Martinus Nijhoff International West European Specialist Study Grant
- Oberly Award for Bibliography in the Agricultural Sciences
- *Rare Books & Manuscripts Librarianship* Award
- K.G. Saur Award for Best *C&RL* Article

ALCTS (Association for Library Collections and Technical Services)

ALCTS offers nine different awards and scholarship opportunities for 2003. For more details, go to <http://www.ala.org/alcts/awards/index.html>

- Hugh C. Atkinson Memorial Award
- Best of *LRTS* Award
- Blackwell's Scholarship
- Bowker/Ulrich's Serials Librarianship Award
- First Step Award
- Leadership in Library Acquisitions Award
- Margaret Mann Citation
- Esther J. Piercy Award

ALSC (Association for Library Service to Children)

The Association for Library Service to Children sponsors awards, grants and scholarships designed to support the profession of children's librarianship and to honor excellence in literature and media for children. For detailed information, see <http://www.ala.org/alsc/awards.html>

- ALSC/Book Wholesalers Grant
- The May Hill Arbuthnot Honor Lecture Award
- Mildred L. Batchelder Award
- Bechtel Fellowship
- Pura Belpré Award
- Bound to Stay Bound Books Scholarships
- Caldecott Medal
- Andrew Carnegie Medal
- Distinguished Service Award
- Econo-Clad Literature Program Award
- Frederic G. Melcher Scholarship
- Newbery Medal
- Penguin Putnam Books for Young Readers Award
- Laura Ingalls Wilder Medal

NSCLS 2003

By Nancy Hutchinson, NSCLS 2002 Chair

In January 2003, the Nevada School and Children Librarian Section of NLA will have a new Chair. Robbie Nickel will be taking over the NSCLS Section. Robbie is currently the librarian for Sage Elementary School, a K-5 school in Spring Creek, Nevada. Robbie has worked as a public librarian, a public library director, a system reference librarian and a Subregional Librarian for the Blind and Physically Handicapped. She has worked in Pennsylvania, Kansas, Colorado and now Nevada.

Robbie is looking for any great ideas for programs for NSCLS for the NLA/MPLA joint meeting in November 2003. Are there any ideas that you would like NSCLS to try? Send your ideas to: Robbie Nickel, rmickel@nsn.K12.nv.us Sage Elementary, 711 Boyd Road, Spring Creek, NV 89815.

Thanks very much!

2002 NSCLS Awards

by Nancy Hutchinson, NSCLS 2002 Chair

The Nevada School and Children Librarian Section presented its annual awards on October 4th at the President's Dinner at the NLA Annual Conference (Renewal: Reinventing the Roots of Tradition) in Ely. The following awards were given this year:

SILVER ACHIEVEMENT AWARD

This award is given for a special program exemplifying excellence in services to youth.

Holly Van Valkenburgh, Library Consultant, Nevada State Library & Archives

In 1995, Holly Van Valkenburgh began efforts to develop a statewide Summer Reading Program by inviting library staff serving youth from public libraries around the state to a meeting at Round Mountain Library in Smoky Valley. From that meeting of 11 library representatives, on October 3rd in Ely we had 52 staff representing public and school libraries take part in our Summer Reading Program. All 26 library systems ordered manuals from the 17 state collaborative which Nevada joined in 2000. Thank you Holly for your efforts to support and create a Nevada State Summer Reading Program!

SPECIAL RECOGNITION AWARD

This award is given to a member of the community who promotes libraries, by contributing financially or through volunteer support.

Brad Burns, REAL HOMES/ Centex Homes

In the spring of 2001, Mr. Burns presented Reynaldo Martinez Elementary School with a check for \$3500 to purchase books for their students. The school, located in North Las Vegas, serves the poorest of the poor residents of North Las Vegas. Because this is a specially designed service area which includes low income housing, shelters and motels serving low income families, many Martinez students have never owned a book. The North Las Vegas Library coordinated purchase of low cost books from Scholastic. After the initial purchase, REAL HOMES donated another \$1500 to purchase more books to support a book exchange for students who wished to trade in their books for new titles to read. The books were delivered on several pallets and the school has continued to fund purchase of "trade" books for students. This was a wonderful example of a local business, REAL HOMES builds homes in North Las Vegas, donating money to purchase books that would go directly to students, encouraging reading and literacy at home.

AWARD FOR EXCELLENCE

This award is given for outstanding contribution to librarianship for youth.

Debbie Jacobs, School Librarian, Clayton Middle School, Reno, Nevada.

Debbie Jacobs has worked within professional library organizations in Washoe County her entire career. From NYRA to NSCLS, she has contributed and supported professional activities such as committee work, Nevada Reading Week, continuing education and classroom based literacy.

Her name was overwhelming submitted by the membership of NSCLS to receive this award honoring her lifetime commitment to library service in Nevada.

Proposed Changes to the NCRL Bylaws

Current members of Nevada College and Research Libraries (NCRL) are asked to vote on the following bylaws amendments using the tear off ballot below. The proposed changes recognize an additional responsibility for the chair, attempt to codify the way we are currently electing officers, and to allow for electronic mail ballots in the future. If the bylaws changes are passed, subsequent changes will be made to the NLA handbook.

Changes and additions are in italics or strikethrough font. Original Bylaws text is in bold.

Under Article I – Executive Board and Officers Section 6a Duties of the Chair, add:

(6)The Chair will serve or appoint an NCRL member to serve on ACRL’s Chapters Council and to attend ACRL Chapters Council meetings as a representative of NCRL at the national level.

Under Article I – Executive Board and Officers Section 7, change:

All elected officers shall serve for a period of two years. The Chair-elect shall succeed the Chair.

to The Chair shall serve for a period of two years. The Chair-elect shall serve in that position for one year prior to succeeding the Chair.

Under Article VII – Elections, change:

Section 1. The members shall nominate and elect a Nominating Committee at the NCRL annual meeting.

Section 2. The Nominating Committee shall nominate at least two nominees for the position of Chair-elect. Nominations shall be accompanied by the written consent of each nominee. The Nominating committee shall make its report to the NCRL Chair no later than October 15. This report shall be published and mailed to the members no later than January 1.

Section 3. Nominations by petition of ten or more members accompanied by the written consent of the nominee and submitted to the Chair no later than October 15 of that year shall be placed on the ballot along with nominees selected by the nominating committee.

to Section 1. The Chair shall solicit nominations from the membership for the Chair-elect position in August or September of her/his first year as Chair.

Section 2. Any member of NCRL may self nominate or be nominated by another member of NCRL. A nomination shall be accompanied by the written consent of the nominee.

Section 4. Ballots shall be distributed to the members by mail no later than November 1st and must be returned no later than December 1st.

to Section 4. The Chair will distribute ballots to NCRL members by mail or electronic mail no later than November 1st of the first year in office. Ballots must be returned no later than December 1st.

Under Article VIII – Amendments to Bylaws Section 2., add and delete:

Section 2. The bylaws may be altered or repealed, or new bylaws may be adopted, by the affirmative vote of two-thirds of the members voting by mail or electronic mail or ~~by four-fifths of the members present~~ at any meeting of NCRL when such action has been announced to the membership at least thirty days previously. Amendments as distributed may be altered after discussion and approval of four-fifths of the membership voting.

.....
Current NCRL members, Please complete this ballot by December 25, 2002 and send it to:

Diane VanderPol, UNLV University Libraries, 4505 Maryland Pkwy Box 457008, Las Vegas NV 89154-7008

_____ *in favor of proposed changes to NCRL bylaws*

_____ *opposed to proposed changes to NCRL bylaws*

Send questions and comments to Diane VanderPol, vanderpd@unlv.edu

NLA Conference Renewal: Reinventing the Roots of Tradition

By Laura Oki

The 2002 Annual Nevada Library Association conference was held in Ely, Nevada on October 3-5th. On Tuesday, October 1, 2002 there was some concern whether things were going to happen as planned. Eight inches of snow was in the downtown area, tree limbs were down all over town and there was an all day power outage. A scarecrow outside the White Pine County Library looked more like a snowman! By Wednesday afternoon things were starting to look better. Snow was melting, tree limbs were being picked up and the power was on.

Although the Ely conference attendance was smaller than in the larger areas, those attending had



wonderful programs to choose from. There were programs for every interest and field. Willo Davis Roberts and Judy Cox were the two authors present

to receive the Nevada Young Reader's Award. Over 30 vendors were at the Bristlecone Convention Center and many prizes for giveaways. The Presidents Award's Dinner enabled librarians to mingle and listen to a local blue grass band. Those staying after dinner were treated to the impromptu music display of some of our Nevada Librarians!

Participants were treated to a ride on the Ely Ghost Train that was sponsored by the Friends of the White Pine County Library. Attendees were also able to visit Nevada's only National Park, Lehman Caves, and enjoy an underground tour.

So what is ALA's newly formed Allied Professional Association (APA)?

By Cindy DeLanty, ALA Delegate

Council approved the creation of the Allied Professional Association 501(c)(6) last January at Midwinter in New Orleans and appointed a transition team to proceed. As reported in the June issue of *American Libraries*, the charge of this new association is to offer postgraduate specialty certification, advocate for pay equity and promote the mutual professional interests of librarians and other library workers. So why couldn't ALA do these things already? ALA is a 501(c)(3) educational association and as such cannot certify individuals--only provide accreditation for schools. Also, as a 501(c)(6), APA will also be able to act as an advocate for librarians especially in the area of pay equity. It should be noted that APA is a service organization to ALA, not a membership organization.

Sound simple? Well, it wasn't. In fact, Council is still wrestling with adopting the by-laws. At Annual meeting in June, the Transition Team for APA headed by Past-President Nancy Kranich tried to get to the next step, but ran into roadblocks. Some Council members felt they did not receive adequate information on the

process. I was NOT one in that group and was extremely frustrated by what seemed like stalling tactics used to keep the adoption of the bylaws from coming to a close. So now, one of the first items on our agenda at Midwinter in Philadelphia will be to try to complete this task so that APA can move forward. APA will share the same governance structure as ALA and some on Council are wondering what additional time commitment will be necessary. As your representative on Council, I see this as a natural extension of my current responsibilities and trust that the ALA staff and the Executive Board will successfully guide the new organization.

APA is the culmination of many years of work by various groups in ALA. The Association of Specialized and Cooperative Library Agencies (ASCLA), the Library Administration and Management Association (LAMA), and the Public Library Association (PLA) have developed a Certified Public Library Administrator program and APA would be the body that would provide the certification for individuals who complete the program. Other divisions in ALA are developing

programs for certification as well and would work in cooperation with state libraries and state associations to develop programs. This could be very important for all library workers as these certification programs evolve.

APA's original purpose was to provide certification to individuals. After President Mitch Freedman announced his presidential initiative of "Better Salaries and Pay Equity," it seemed only natural that this advocacy would fit into the mission of APA and the original motion to create APA was amended to include this important issue. Indeed, there are a wealth of possibilities for professional growth and recognition through APA. Now all we need to do is get it up and running. I'll report more on that to you after Midwinter, 2003.

If you would like to read the by-laws and learn more about APA, please visit <http://www.ala.org/cgi-bin/reghtml.cgi>. Also, at NLA's next conference, we will present a program on APA to help keep Nevada's library workers informed. If you have questions before that time, please feel free to contact me (delantyc@worldnet.att.net).

Lied Children's Wing at Round Mountain Library

The Lied Children's Wing of the Round Mountain Library was dedicated October 19, 2002. It exists due to the financial support of the Lied Foundation and support from the taxpayers of the District. The majority of the tax money used came from the Net Proceeds Tax paid by the Round



Dedication Audience: Diane Canfield, Ben Canfield, Sara Jones, State Librarian

Mountain Gold Corporation and support from the Library patrons and the dedication of the Smoky Valley Library District Board of Trustees and the employees of the District. Born during the gold excitement of the



1900s, the first Round Mountain mining company began in April 1906 and prospectors and mining investors flocked to the area. There were fifteen companies in operation and about four hundred people by the end of June. Round Mountain was originally the town of Gordon, started in June of 1906 with two tents at the base of the hill. In April 1907 the Gordon Post Office officially changed its name to the Round Mountain Post Office. A Library and a jail were built in 1907.

The town held its population until the 1930s, when it decreased to around two hundred people in the 1960s. Round Mountain has now seen an evolution of a stable mining industry and has a growing population. In 1987, Round Mountain Gold

Corporation (RMGC) began moving the location of the town of Round Mountain to what had been the Ingvard Christensen ICT Ranch, about three miles south-west of the mine site on the west side of Highway 376. This subdivision of Round Mountain was named Hadley, after Hadley Case of Bargold Corporation, one of the owners of RMGC. The new 5,020 square foot Round Mountain public Library was dedicated in January of 1991.

At the dedication of the Lied Children's Wing, Diane Canfield was honored for her seventeen years as Librarian of the Round Mountain Library and of the Smoky Valley Library District, which was created in 1994 to include the Manhattan Library. Ben Canfield was honored for eighteen years of volunteer work and Kathy Jordan for assistance in writing the grant to the Lied Foundation which funded half the cost of the new Lied Children's Wing.

Library Day at the Legislature



Sally Reed, Executive Director of Friends of the Library, USA, will present two programs on March 5 and 6, 2003, when Library staff, Trustees and Friends gather in Carson City for the Library Day at the Legislature.

Officially designated by the Assembly and the Senate, Library Day at the Legislature is the biennial recognition of Nevada's library world by the legislators of Nevada.

Reed is an active member of the American Library Association. She recently completed a term on its executive board and continues to be involved in advocacy and library promotion through various committees and task forces. She has written numerous articles and books for the field of librarianship, the most recent of which is *Making the Case for Your Library* (Neal-Schuman, 2000), and she is currently completing the second edition of her book *Small Libraries: A Handbook for Successful Management* (McFarland). In 2000, Reed was the recipient of the Herbert and Virginia White award given annually by the American Library Association to recognize success in the promotion of libraries and librarianship.

She was a presenter at the Marketing Nevada's Library Institute, held in Carson City September 9-13, 2002. Each of the Institute participants was presented with a copy of her book, *Making the Case for Your Library*.

Ms. Reed will speak Wednesday afternoon, March 5, on the topic "Working with Library Advocates". Thursday morning she will speak on "Lobbying for Nevada's Library Issues" and that afternoon will be working with library groups on forming and retaining local Friends of the Library groups.

The evening reception for Legislators and their staff will be Thursday, March 6. Nancy Cummings, Director of the Washoe County Library System and Government Relations Chair of the Nevada Library Association is heading up the Library Day at the Legislature event. Program information with details will be available on the website at www.nevalibraries

Candidate Information - 2003 NLA Elections

Nominees For President-Elect:

LORIN LINDSAY

Biography

Lorin served as director of two libraries before coming to Nevada to serve as Director of the Truckee Meadows Community College in 1998. He received his BA from Kansas Wesleyan University and his MSLS from Wayne State University. In addition, he earned a certificate in Web Development. He has participated in the Nevada Library Association both as a speaker and a participant. While active in the Nebraska Library Association, Lorin was awarded the Mentor of the Year in 1998. He worked in cooperation with the Washoe County Library System and the Washoe School District on numerous projects. In addition, he has developed web pages for two libraries and electronic information access at three libraries.

Statement

The world of information and libraries are rapidly changing. I have been called a practical visionary who can see where we need to go and how to get there. I will use my experience in small and large libraries to help focus NLA on what needs to be done to help libraries during this time of change.

FELTON THOMAS, JR.

Biography

Born and raised in Nevada, Felton has worked in Nevada Libraries for over twenty years, and currently serves as the Branch Manager for the West Las Vegas Library. A graduate of the University of Nevada-Las Vegas, Felton then went on to receive his M.L.I.S. from the University of Hawaii, where he served as President of the UH Library Student Association. An active member of NLA, Felton has served as an officer for the Southern District and received the Award for Excellence from the Nevada School and Children's Librarian Section of NLA in 1999. Felton was recently spotlighted as one of Library Journal's 2002 Movers and Shakers.

Statement

As President-Elect I would dedicate myself to being an effective advocate for Nevada libraries. Our organization must continue to enlighten our public to the riches that our libraries contain, while promoting continued growth for the individuals who work in these facilities. I will work tirelessly to continue the efforts of past presidents, while bringing a new perspective on how to reach out to our fellow Nevadans.

Nominee for Treasurer

KEN BIERMAN

Biography

Ken Bierman has been a librarian for nearly 35 years having worked in both public [Tucson Pima Public Library, AZ] and academic libraries [Virginia Tech and Oklahoma State Univ.] and even a State Library [Oklahoma]. Since August 1999 he has been Director of the Knowledge Access Management Division of the UNLV Libraries where he coordinates cataloging, systems, digital projects, and web activities. He has been active in the Arizona and Oklahoma library associations and has served as Treasurer for both organizations at various times.

Statement

Working closely with the NLA Finance Chair, I plan to maintain the financial records of the Nevada Library Association accurately and serve as a responsive voting member of the NLA Board of Trustees.

Nominee for MPLA Delegate

LINDA DEACY

Biography

Linda has been a member of MPLA for 11 years, serving as a member of the Electronic Communication Committee. For the past 3 years she has been NLA's MPLA Delegate and been involved in the formulation and implementation of both the Long Range Plan and the Ghost Ranch Leadership Institute. Linda worked for 12 years at the Douglas County Public Library and has been the Library Director for the past 4 years. She has an M.L.S from the University of Arizona, a M.Ed. from the University of Georgia, and a B.A. from the University of California.

Statement

During my 3 years as MPLA Delegate, I have increased Nevada membership in MPLA by marketing the benefits of a regional organization. I am currently involved in planning for next year's conference which will be a joint NLA /MPLA conference with National Reforma as a contributing sponsor. Join us and 'Basque' in Knowledge @ your library.



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NLA Conference
Renewal: Reinventing the Roots of Tradition